

Abstract of the Disclosure

5 A flash apparatus to perform preliminary flashing, detect an average
brightness of surroundings in synchronization with a periodic signal subsequent to
the preliminary flashing, and set main flashing time according to the detected
average brightness, is controlled by controlling the flash apparatus to start
preliminary flashing at a point earlier than a first point at which either a rising edge
or a falling edge of a first pulse of the periodic signal is generated, detecting a first
average brightness of surroundings at the first point, controlling the flash apparatus
10 to terminate the preliminary flashing at a point later than the first point, detecting a
second average brightness of surroundings at a second point at which either a
rising edge or a falling edge of a second pulse subsequent to the first pulse of the
periodic signal is generated, setting the main flashing time according to the
detected first and second average brightness, and controlling the flash apparatus to
15 perform main flashing according to the set main flashing time.